

The Speechwriter



Newsletter of The UK Speechwriters' Guild

Welcome

Welcome to the first edition of The Speechwriter newsletter. The purpose of this publication is to circulate examples of excellent speeches to members of the UK Speechwriters' Guild. We will do this by picking out openings, closings, one-liners and quotations and other topical extracts from newspapers and the internet to identify techniques, stimulate your imagination and provide models which you can emulate. This newsletter will appear quarterly and is available to anyone who is a Standard Member of the UK Speechwriters' Guild. Details of how to join the Guild are available on page 6.

Contribute

We need your speeches. Most of the examples in this first edition are taken from Americans. We want to raise standards in the UK. Please send examples of speeches to:

 info@ukspeechwritersguild.co.uk

MASTERCLASS

Lessons from Ted Sorensen

Speechwriter, Ted Sorensen, was once described as J F Kennedy's "intellectual blood bank". He delivered the closing keynote to the Ragan Communications Conference in Washington DC on 13 February 2009. His speech is available on You Tube. Among the highlights - the suggestion that writing a speech is just a matter of a few lines:

- 1) An outline - a plan
- 2) A headline - what's the news, what do you want the public to take?
- 3) A front line - what's the most important point?
- 4) A few sidelines - sidelines are quotations, humour and poems
- 5) A bottom line - an ending that makes the audience leave the hall saying, "Now that was a memorable speech."

He also identified four characteristics of an excellent speech:

- 1) Clarity - That's the purpose of the outline.
- 2) Charity - Praise your audience, tell them they're doing something important.
- 3) Brevity - I'm still telling Obama's speechwriters to work on that.

4) Levity - Not a speech of jokes. Kennedy had this wonderful ironic wit. Work humorous comments into the speech.

He ended his speech with an anecdote:

I talked about sidelines. On the campaign trail in 1960, the boys on the bus soon grew weary of hearing about Colonel Davenport, the story with which JFK concluded almost every informal campaign speech.

In the 18th Century due to some meteorological aberration, in Hartford, Connecticut, the skies at noon turned black and in the Colonial Assembly grew so dark in the chamber that members were crying out in terror and alarm.

And the speaker of the house Colonel Davenport called for attention, "Gentlemen there is no cause for alarm. Either The Day of Judgment is here or it is not. If it is not, there is no cause for panic. If it is, I choose to be found doing my duty and I ask, therefore, that candles may be brought."

Speechwriters of America, whether in the public sector or the private, at the national level or the local, all of you are bringing candles to light our nation's way and for that, I salute you.

Book Reviews

Wisdom Well Said collected by Charles Francis

Published by Levine Mesa Press (620 pages)
ISBN: 978-0982388709, \$25.20 (available from Amazon.com)

In his introduction to this book, Charles Francis quotes Senator Sam J Ervin, Jr (1896-1985), the man who headed the Senate Select Committee investigation into Watergate. "Humour," he said, "endows us with the capacity to clarify the obscure, to simplify the complex, to deflate the pompous, to chastise the arrogant, to point a moral, and to adorn a tale."

Every speechwriter should have a notebook to jot down those aperçus and pithy observations that can lift tired prose. Charles Francis, a former senior communications executive for IBM, has been collecting anecdotes all his working life and this is an impressive collection. There's far too much to absorb in here in several sittings. This is the sort of book a speechwriter needs to have on the bookshelf for those rainy Tuesday afternoons when you haven't got a clue what to write.

Brian Jenner

Real Leaders Don't Do PowerPoint: How to Sell Yourself and Your Ideas by Christopher Witt and Dale Fetherline

Published by Crown Business (256 pages)
ISBN 0307407705, £10.99

Speech consultant Christopher Witt tells us, Real Leaders Don't Do PowerPoint.

Audiences don't want leaders to speak like everyone else. They hold leaders to a higher standard, demanding more of them. And leaders expect more of themselves too, knowing that just being a good speaker isn't good enough. They want their speeches to advance their organisation's success and promote their personal status.

The first quality of a leader is vision. The first duty of a leader is to inspire others to believe in his vision. In other words, a leader has to excite people's imaginations – and that is the opposite of what PowerPoint does. Nothing kills the imagination faster than showing people a picture.

To illustrate, Witt takes the example of Dr. Martin Luther King's "I have a dream" speech, delivered on the steps of the Lincoln Memorial in 1963. What was King's dream? It was of a day when "on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at a table of brotherhood."

Would PowerPoint have helped King's audience see what he saw?

Hardly, says Witt: "Even if PowerPoint had existed in his day and even if there had been a way to project an image large enough for 500,000 marchers to see, what could King have shown? Nothing, because what he saw did not yet exist. And any image that could have been created would have been a pale and lifeless reflection of what was in his mind's eye."

What is shown can never be as powerful as what people imagine. That's why real leaders seek to fire people's imaginations, rather than hiding behind projected pictures and charts. George Orwell once said that it is sometimes the first duty of intelligent people to restate the obvious. Thank you, Mr. Witt, for doing just that.

Hal Gordon writes a blog about speechwriting. See:

<http://web.mac.com/gordon/h/>

Learning Rhetoric

If you want to learn the basic skills of rhetoric, the Toastmasters International organisation offers opportunities to practise in front of a sympathetic audience. The groups offer a comprehensive educational programme, with evaluations from senior members and nationwide competitions. The organisation was founded by Ralph C. Smedley on October 22, 1924, at the YMCA in Santa Ana, California, United States. Branches have been set up all over the world. To find out about London clubs, go to the blog:

<http://www.thelondonspeaker.com>



Eye contact, public speaking and the case of President Zuma's dark glasses by Max Atkinson



Having just watched Jacob Zuma being sworn in as South Africa's new president, I was reminded of the importance of eye contact in holding the attention of an audience.

It wasn't so much that he hardly looked up from the text, which was excusable given that the importance of getting the words right when reading out an oath, as the fact that he was wearing dark glasses at all.

Readers of my books will know that I regard some of the widely circulating claims about body language and non-verbal communication as being at best over-stated, and at worst false (e.g. see *Lend Me Your Ears*, Chapter II). But eye-contact is definitely not one of these.

In fact, here's what I wrote about the subject twenty-five years ago that bears on the case of President Zuma's dark glasses:

'.. humans are the only primate species in which the irises are framed by visible areas of whiteness, and it is generally considered that the evolutionary significance of this has to do with the communicative importance of our eyes: the whites of the eyes make it relatively easy for people to track even slight movements over quite large distances. An illustration of the importance of eye visibility for holding the attention of an audience is provided by an anecdote in

the autobiography of the Oxford philosopher, A.J. Ayer (*Part of My Life*, 1977). He reports that, after sustaining a black eye as a result of bumping into a lamp post during a wartime blackout, he took to wearing dark glasses. He goes on to say that he subsequently found when lecturing in them that it was quite impossible to hold the attention of an audience. Given his reputation as an effective speaker, this suggests that the invisibility of a person's eyes can seriously interfere with his ability to communicate with an audience. It may therefore be no coincidence that there have been very few great orators who have worn spectacles, even with plain glass in them, when making speeches.' (*Our Masters' Voices*, 1984, pp.89-90).

There's much more on why eye-contact is so important for effective public speaking in *Lend Me Your Ears* (pp.36-43), but an additional point about President Zuma's choice of dark glasses is that it tends to make him look more like a South American dictator than a democratically elected president, an implicit association that he would presumably be quite keen to avoid.

All of which is to say that, if I were advising him, I'd definitely tell him to get some new glasses.

I'd also suggest that his aides should pay a bit more attention to camera angles and back-drops, because there's someone just behind him wearing a black bowler hat, the brim of which at times pokes out from the sides of the president's head - a seemingly trivial point perhaps, but I bet I'm not the only viewer who found it distracting.

Extract from an Obituary

On 25 May 2009, the prodigious African orator Tajudeen Abdul Raheem, was killed in a car crash. In his obituary in *The Independent*, Richard Dowden wrote:

I saw him make speeches on several occasions but I never saw him use a note. It just flowed out of him, direct, passionate, only diverting to pursue a witty paradox or a ridiculous contradiction. He could not resist them. His Marxism was dressed in stupendous African colours and laced with jokes and laughter. If imperialism and capitalism could have been overthrown by hilarity, Taj would have been master of the universe.

He once addressed a meeting at Parliament for African diaspora leaders to meet MPs. Dressed in African robes, he stunned his audience by praising the City of London: "the richest square mile on the planet" full of wealth, banks and trading houses. But, he said, with a wonderful role of those eyes, "at night you leave, and WE move in and take over". A frisson passed through the gathering. He went on, "We guard it for you, clean it for you, ready for your return in the morning." The point was brilliantly, gently made; Africans are here, please acknowledge us, and respect us.

The obituarist also mentions that he had a catchy strapline with which he ended his emails: "Don't agonise, organise."

INSPIRATION

The idea of The Speechwriter is to provide inspiration for speechwriters by quoting examples of the very best speechwriting.

Openings

Tom, you remind me of the story about the dean and his leadership team. In the middle of their meeting, an angel burst through the door and said to the dean, "Excuse me, sir, but God has decided to reward you for exemplary leadership."

"You have three choices," the angel continued. "You can choose vast wealth. You can choose eternal youth. Or you can choose infinite wisdom." The dean paused only for a moment. He was, after all, a serious scholar. You know the type: PhD. from Penn, member of the council on Foreign Relations, author of a weekly column for Forbes. Of course, he chose infinite wisdom. "Your wish is my command," said the angel, disintegrating into a cloud of smoke. Now, the dean appeared bathed in a halo of light. The leadership team eagerly awaited his first pearl of wisdom. The dean sighed, "I should have taken the money."

Taken From Discoveries are Important in Every Sector, Address by Judith Rodin, President, Rockefeller Foundation, New York, 28 April, 2009.

When I was invited to give this speech, I was asked if I could give a simple short talk that was "direct, naked, taut, honest, passionate, lean, shivering, startling, and graceful." No pressure there.

Taken from You are Brilliant and the Earth is Hiring, the Commencement Address by Paul Hawken, environmental activist, to the Class of 2009, University of Portland, Oregon, 3 May 2009.

Substance

21st century political discourse essentially has two modes. One is the staccato construction – full of short, verbless sentences – used by modern political leaders for addressing a mass or televised audience. The other is the obscure technocratic gobbledegook reserved for experts, at which the prime minister (among others) excels.

The 2009 Keith Joseph Memorial Lecture, The Problem of Integrity in Modern Politics, Delivered by Peter Osborne, Journalist, 4 March 2009.

The free market is dead. It was killed by the Bolshevik Revolution, by fascist central planning, by Keynesianism, by the Great Depression, by the Second World War economic controls, by the Labour party victory of 1945, by Keynesianism again, by the Arab oil embargo, by Tony Blair and Bill Clinton "third way" economic policies and the current financial crisis. The free market has died at least ten times in the past century. And whenever the market dies people want to know what Adam Smith would say. It is a moment

of, "Hello, God, how's my atheism going?" sort of moment. Adam Smith would be laughing too hard to say anything.

John Bonython Lecture in Sydney, Invisible hand versus visible fist, securing the future wealth of nations. Delivered by P J O'Rourke, Political Satirist, 21 April 2009.

Faith in God means believing in something absolutely with no proof whatsoever. Faith in humanity means believing in something with a huge amount of proof to the contrary. We are the true believers.

Acceptance Speech for Lifetime Achievement Award in Cultural Humanism, from the Humanist Chaplaincy in Harvard, Delivered by Joss Whedon, Scriptwriter for Buffy the Vampire Slayer, 10 April 2009.

Endings

I know that the theme of tonight's gathering is "making dreams a reality," so I thought I would end my remarks with a quote from JK Rowling, the renowned author of "Harry Potter." This is taken from a Harvard commencement speech she made last year: "We do not need magic to change the world, we carry all the power we need inside ourselves already: we have the power to imagine better."

Taken from Making Dreams Real, Address by Ashley Gresh, Delivered to the Rotary International Foundation, Nashua, 6 November, 2008.

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As a Kennedy Scholar at Harvard, I have always treasured Harold Macmillan's words in his tribute to John F Kennedy. He was, said Macmillan, a man "whose eyes were on the horizon but whose feet were on the ground". In re-designing the regulatory framework we certainly need to keep our feet on the ground, and we should also keep our eyes on the horizon, both ahead of and behind us.

More urgent, however, is the immediate task of generating an economic recovery. Most of us come from the generation that grew up believing that mass unemployment and world recession were things of the past, relevant to the history books but not the textbooks. That assumption is under threat. We must rise to the challenge.

Taken from Finance A Return from Risk, Address by Mervyn King, Governor of the Bank of England, London 17 March 2009.

The last word is about recession - whether we are actually in one or not quite. This is my third recession and the determining one for me was my first as I was running a small heavy engineering company with 30 employees in the North of England in the late 1970s and early 1980s. There are three things to remember about a recession. They are not easy and it seems dire at the time; but there is still business to be had; and they do pass.

Taken from Opening Address of 12th Annual Supervision Conference, British Bankers' Association, Delivered by Angela Knight, London, 28 October 2008.

A laid-off autoworker doesn't go into his or her garage and assemble cars by hand. But we - journalists - we can't stop doing what we do.

As long as there is a story to be told, an injustice to be exposed, a mystery to be solved, we will find a way to do it. A recession won't stop us. A dying industry won't stop us. Even poverty won't stop us because we are all on a mission here. That's the meaning of your journalism degree. Do not consider it a certificate promising some sort of entitlement. Consider it a license to fight.

In the '70s, it was gonzo journalism. For us right now, it's guerrilla journalism, and we will not be stopped.

Commencement address to the UC Berkeley Graduate School of Journalism class of 2009, Delivered by Barbara Ehrenreich, Welcome to a dying industry, journalism grads, on 16 May 2009.

There are challenging times ahead for all of us in the GLA, but I have every confidence in our direction of travel and the way forward. I need the support of all the teams in the GLA to make this work, and look forward to delivering tangible improvements for all Londoners.

Our objective in these reforms is of course not to throw the baby out with the bathwater. We now have the chance to get rid of some expensive bathwater, while keeping the bouncing baby that is this young and confident institution.

Organising for delivery, Statement by the Mayor of London, Boris Johnson, delivered at Mayor's Question Time, City Hall, London, 10 September 2008.



You cannot spend your way out of recession or borrow your way out of debt. And when you repeat, in that wooden and perfunctory way, that our situation

is better than others, that we're well placed to weather the storm, I have to tell you, you sound like a Brezhnev-era Apparatchik giving the party line. You know, and we know, and you know that we know that it's nonsense. Everyone knows that Britain is worse off than any other country as we go into these hard times. The IMF has said so. The European Commission has said so. The markets have said so, which is why our currency has devalued by 30% - and soon the voters, too, will get their chance to say so.

They can see what the markets have already seen: that you are the devalued Prime Minister, of a devalued Government.

European Parliament speech, by Daniel Hannan in Strasbourg, France, on 26 March 2009.

The Genius of Warren Buffet



Samuel Johnson said, "He is a benefactor of mankind who contracts the great rules of life into short sentences, that may be easily impressed on the memory, and so recur habitually to the mind."

Warren Buffet has taken this advice to heart. He is not only one of the wealthiest men in the world, he is also one of the finest corporate communicators. Take this statement he made at the beginning of 2009. It uses proverbial observations to underline rules that resonate and reassure:

"We begin this New Year with dampened enthusiasm and dented optimism. Our happiness is diluted and our peace is threatened by the financial illness that has infected our families, organisations and nations.

Everyone is desperate to find a remedy that will cure their financial illness and help them recover their financial health. They expect the financial experts to provide them with remedies, forgetting the fact that it is these experts who created this financial mess.

Every new year, I adopt a couple of old maxims as my beacons to guide my future. This self-prescribed therapy has ensured that with each passing year, I grow wiser and not older.

This year, I invite you to tap into the financial wisdom of our elders along with me, and become financially wiser.

Hard work: All hard work brings profit; but mere talk leads only to poverty.

Laziness: A sleeping lobster is carried away by the water current.

Earnings: Never depend on a single source of income. (At least make your investments get you second earning).

Spending: If you buy things you don't need, you'll soon sell things you need.

Savings: Don't save what is left after spending; Spend what is left after saving.

Accounting: It's no use carrying an umbrella, if your shoes are leaking.

Auditing: Beware of little expenses; a small leak can sink a large ship.

Risk-taking: Never test the depth of the river with both feet.

Investment: Don't put all your eggs in one basket.

I'm certain that those who have already been practising these principles remain financially healthy.

I'm equally confident that those who resolve to start practising these principles will quickly regain their financial health.

Let us become wiser and lead a happy, healthy, prosperous and peaceful life.

The UK Speechwriters' Guild

The UK Speechwriters' Guild is a pioneering group of people, committed to sharing knowledge to build a vibrant community.

eMembership, £22, £14 per annum

Receive a monthly e-mail update, with news about what the group is doing, including details of conferences and training sessions. In 2009, we're throwing in a free copy of Professor Max Atkinson's book 'Lend Me Your Ears' – for all new members.

Membership, £150, £59 per annum

This includes e-membership, with a copy of Max Atkinson's book.

You will also receive our quarterly eight-page PDF newsletter 'The Speechwriter', with tips, quotations and tricks of the trade for the professional speechwriter. You will be entitled to discounts on training and conferences. Furthermore, if the guild is approached with any details of in-house jobs, these details will be circulated to all standard members.

The membership pack includes a speechwriting checklist to use to evaluate your speeches and a reading list of 25 essential books (with reviews) which teach the craft of speechwriting.

Corporate Membership, £200, £99 per annum

This means that up to three of your company's employees can have a standard membership, with entitlement to attend conferences and training at a discount, as well as entering competitions.

Interview with Dr Susan Jones Author of Speechmaking



Dr Susan Jones worked for the Government Information Service and then as a senior consultant with the accountants PricewaterhouseCoopers before starting her own company Writing for Business.

What was the first speech you ever remember catching your attention?

"I know a bank where the wild thyme blows, where oxlips and the nodding violet grows" and other Shakespeare speeches learnt at school. Alas I was – and still am – incapable of reciting speeches, poetry and dramatic lines from memory.

What's your best tip for a speechwriter?

Like the audience. Really like the audience. Try writing as your client would speak in conversation with a friend, perhaps even a dinner date. This will banish all talk of sharing long-term strategic vision with key stakeholders in the quantification of added value through partnership working.

Who would you most like to write speeches for?

Obi-wan Kenobe. Speechwriter to the Universe. But I prefer to help people write their own speeches rather than write their speeches for them.

Who makes you laugh?

Rory Bremner, Boris Johnson, Bill Bryson, Billy Connolly, Paul Merton, the News Quiz team and all my closest friends. President Bartlet and his staff would probably make me laugh, but I confess I haven't seen a single episode of The West Wing.

What was your first job as a speechwriter?

Don't remember. But my first writing job was for the Natural History Museum's new exhibition scheme in the 1980s. Every scrap of text was subject to formative evaluation, summative evaluation, and every word was crawled over by expert editors. The Natural History Museum's approach is the basis of much information design today and still informs my work.

Do you have a favourite reference book or website when you're composing your speeches?

The Chronicle of the 20th Century, a big fat book of major and minor events that put today's news into context. I prefer people to the internet. Everyone has access to identical material on the internet. People tell me things that are new and unique.

You recently acted as a consultant on the BBC2 series The Speaker, what did you learn from the experience?

I learnt something that all speechwriters know, and that The Speaker proved: what you say is more important and harder to get right than how you say it. The contestants soon learnt how to deliver speeches but sometimes struggled with the subject, content and words. I'd have liked to have seen speechwriters' skills taught earlier in the series. The end results could have been sensational.

Has a speech ever brought a tear to your eye?

The most moving speech I heard 'live' was Tony Blair's speech outside No 10 on the 'bright new dawn' of 2 May 1997. I watched from a Whitehall office window as Tony and Cherie got off the bus and walked the final few yards to their future home and office. "For 18 years — for 18 long years — my party has been in opposition. It could only say, it could not do. Today we are charged with the deep responsibility of government. Today, enough of talking — it is time now to do." Blair's determination moved me to tears.

Do you think there are any moral considerations for a speechwriter?

All civil servants serve the government of the day, whatever the party, so all government speechwriters must be adaptable and impartial.

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The real issue for speechwriters in politics is to be sure about who's paying – the party or the taxpayer – and to avoid conflicts of interest. Would I be comfortable writing for a tobacco company executive? If the executive had something I thought was worth saying, yes.

What is the biggest speech you have ever made?

Never made a big speech. The biggest speech I worked on was for Prime Minister John Major's final policy announcement before the 1997 election. We worked in secrecy for a year. I'm fortunate to be involved in the preparation of speeches for many big issues, diplomatic relationships with Russia, the price of oil, the price of money, etc.

What suggestions would you make to Gordon Brown to improve his presentation skills?

I fear we may be too late for this one.

1. Be prepared – last time I heard you 'live' you didn't have material.
2. Roar, like you used to do in the 80s and 90s, only this time we need to find a way for you to roar on behalf of the whole country.
3. Don't keep piling on extra clauses, that's what causes the 'pneumatic drill' effect. Keep to short lists, easier to listen to.

How do women public speakers differ from male ones?

Many women give fewer speeches than their male counterparts.

They prefer to use opportunities to listen to people rather than talk to them.

As a sweeping generalization, women speakers are less confident, less sure of the rules of the game, less able to find the time to prepare and yet more likely to end up over-prepared. Which is a pity, because most women are natural communicators.

Do you need a different approach to speechwriting depending if you're writing for a man or a woman?

Yes, and it depends on the audience too. So if you are writing for a man speaking to a female audience, treat the audience as equals. If you are writing for a woman speaking to a male audience, get to the point.

Have you ever experienced a motivational speaker?

Yes, but some existential 'follow your dream' stuff is beginning to sound dated. Besides, the recession proved it wasn't always a winning recipe. I think what people want now are speakers who can help audiences work out for themselves the values that will carry them, society and the world into the next decade.

Dr Susan Jones will be speaking at the UK Speechwriters' Conference on Friday 18 September at the Arts University in Bournemouth.

Finding Images

To lift the dull text of a speech, it's important to find images. How do you incorporate them?

Katharine Whitehorn uses a technique identified by Henry Ehrlich in his book on speechwriting. She picks a topical cartoon and describes it to her audience. She has used this to great effect in her contributions to BBC Radio 4's A Point of View programme:

A New Yorker cartoon featured two Labrador dogs, looking at each other. One dog says to the other: "I had my own blog for a while, but I decided to go back to pointless, incessant barking."

A cartoon with two preying mantises pushing prams. "Life as a single mother is tough," says one. The other replies: "Yeah, maybe we shouldn't have eaten our husbands."

A second great source of stories, humour and succinct points are letters. Ronald Reagan got lots of stories for his speeches through letters written to him personally at the White House.

The Telegraph letters' column has recently been full of fantastic observations that could garnish the opening of a speech:

SIR – Well, at least our MP fixed his roof when the sun was shining.

SIR – All I remember from Tony Blair's speeches was the overuse of the word reform. Let's not forget that his reforms helped create the mess Britain is in today.

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Quotations on Speechwriting

If argument is necessary for adequate speech preparation and rehearsal, consider this: If your speech runs 20 minutes and you're giving it to 300 people – that's 100 hours of human existence being placed in your care. It's a considerable responsibility. Even people who have time to kill don't want to see it done with a blunt weapon.

Robert Orben, Former US Presidential Speechwriter

If you look at statistics, or at PowerPoint, or at documents, what you discover from all the research is that there is almost no recall. So you can use all the PowerPoints you want; you can use all the statistical presentations you want, have all the handouts you want; but almost none of that is remembered. What will be remembered are a few compelling stories that you share with your organisation and with your team. And those will guide them when they are far away from you - which, by the way, is much of the day.

Professor Jay Conger, The Henry R. Kravis Research Professor of Leadership

Brevity was the cardinal rule. Four letter words...four word sentences...and four-sentence paragraphs. Keep it simple. You've got to write it so that the charwoman who cleans the building across the street can understand it.

Robert Hardesty, former speechwriter to Lyndon Johnson, quoted in White House Ghosts by Robert Schlesinger



WHY IS THERE NO BRITISH OBAMA?

We invite you to the first conference of the UK Speechwriters' Guild at the Arts University College in Bournemouth on Friday 18 September 2009, from 9.30am to 4.30pm. (This is the eve of the Liberal Democrat Conference in Bournemouth).

Speakers

Lord Mawson, OBE

Author of The Social Entrepreneur

Daniel Hannan MEP (tbc)

Star You Tube Politician

Professor Max Atkinson

Author of Lend Me Your Ears, former speechwriter to Paddy Ashdown

Dr Susan Jones

Author of Speechmaking and Government speechwriter

Tobias Ellwood MP (tbc)

And many more to be confirmed.

You don't need to be a speechwriter to come along. The subject matter will be of interest to anyone in public life or any kind of leadership role.

Cost £168 (up until 31st July) includes buffet and refreshments + one year Standard Membership of the UK Speechwriters' Guild. (Quarterly newsletter, The Speechwriter, copy of Lend Me Your Ears by Max Atkinson, a reading list and checklist, plus discounts on events and training.)

Please send your cheque, made payable to The Speechwriter, to UK Speechwriters' Guild, 4 Lansdowne House, Christchurch Road, Bournemouth, BH1 3JR. To register your interest call 01202 551257 or email: info@ukspeechwritersguild.co.uk.

For more up-to-date information, see www.ukspeechwritersguild.co.uk

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